

AMENDMENTS TO THE SPECIFICATION

Please replace paragraph beginning on page 9, line 14, with the following amended paragraph:

In the currently preferred embodiment, the promotions and customer segments need to be defined. A promotion is ~~defined as~~ represented by a set of attributes. For example, ~~it can consist of~~ the set of attributes can include the following: discount rate, free shipping & handling, rebate, special event promotional discount. For a customer segment, ~~[[it]]~~ a promotion is also ~~defined as~~ represented as a set of attributes. For example, ~~it can consist of~~ the set of attributes can include the following: average time on site, purchased-on-line-before probability, product market saturation rate. Any individual customer from a segment is a stochastic realization from a model with the "mean value", which is specified by the mean attributes. For each attribute, there can be multiple levels. The following is a sample specification of Promotion and Class (Segment). It is an input to the SIM1, the simulator function that is implemented in S-Plus (a statistical computing language).